

## Message Text

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14-11

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 AGR-10 USIA-15 /045 W

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R 211455Z APR 75

FM AMEMBASSY BELGRADE

TO AMEMBASSY ATHENS

AMEMBASSY BERN

AMEMBASSY BONN

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMCONSUL FRANKFURT

AMCONSUL MILAN

AMCONSUL POZNAN

AMEMBASSY PRAGUE

AMEMBASSY ROME

AMEMBASSY SOFIA

AMCONSUL THESSALONIKI

AMEMBASSY VIENNA

AMEMBASSY WARSAW

AMCONSUL ZURICH

INFO SECSTATE WASHDC 2608

AMCONSUL ZAGREB

UNCLAS BELGRADE 1962

E.O. 11652: N/A

TAGS: BEXP YO GR SZ GE RO HU IT PL CZ BU AU

SUBJECT: PROMOTIONAL SUPPORT OF U.S. EXHIBITION, NOVI SAD  
AGRICULTURAL FAIR

1. EIGHTEEN U.S. COMPANIES WILL DISPLAY MACHINERY, EQUIPMENT  
OF PRODUCT INFORMATION AT OFFICIAL U.S. EXHIBIT IN TWO PAVILIONS  
AT INTERNATIONAL AGRICULTURAL FAIR IN NOVI SAD, YUGOSLAVIA,  
FROM MAY 10 TO 18.

2. NINE OF U.S. PARTICIPANTS ARE NEW TO MARKET. - THEY ARE  
INTERESTED IN DIRECT SALES AND REPRESENTATION IN YUGOSLAVIA  
AND OTHER COUNTRIES.

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3. ANNUAL NOVI SAD FAIR IS ONE OF MOST SUCCESSFUL SPECIALIZED

COMMERCIAL EVENTS IN THE AREA. AGRICULTURAL THEME OF FAIR INCLUDES BROAD FIELD OF AGRICULTURAL EQUIPMENT AND PRODUCTS, PROCESSING AND PACKAGING EQUIPMENT, STORAGE AND TRANSPORT FACILITIES AND OTHER EQUIPMENT IN SUPPORT OF AGRICULTURE BASED INDUSTRY AND AGRIBUSINESS. LAST YEAR AT NOVI SAD EXHIBITS OF SOME 1500 FIRMS FROM 30 COUNTRIES ATTRACTED OVER 600,000 AGRICULTURAL AND INDUSTRIAL BUYERS, INCLUDING GOOD NUMBER FROM COUNTRIES OF ADDRESSEE POSTS.

4. THE TWELVE EXHIBITORS IN U.S. EXHIBIT WILL BE:

- (1) AMERICAN SOYBEAN ASSOCIATION (PROMOTE USE OF SOYBEANS)
- (2) COBB INTERNATIONAL (HIGH QUALITY CHICKEN BREEDING STOCK)
- (3) FARMHAND INC., (VERMEER ROUND BALER, TUB GRINDER)
- (4) HOLSTEIN-FRIESIAN ASSOCIATION (DAIRY CATTLE)
- (5) INTERNATIONAL HARVESTER (TRACTOR, PLOW, DISC HARROW, PLANTER, AND BALER)
- (6) INTERNATIONAL LIVESTOCK IMPROVEMENT SERVICE CORP. (ULTRASONIC INSTRUMENTS FOR SWINE BREEDERS) NTM - SEEKS REPRESENTATION.
- (7) JOHN DEERE EXPORT (TRACTORS, HARVESTING EQUIPMENT, SOIL TILLING EQUIPMENT, HAYING MACHINERY)
- (8) NATIONAL ASSOCIATION OF ANIMAL BREEDERS (BREEDING SERVICES BY MEMBERS: CARNATION GENETICS AND AMERICAN BREEDERS SERVICE)
- (9) NATIONAL RENDERERS ASSOCIATION (PROMOTE USE OF ANIMAL BY-PRODUCTS)
- (10) TECHNICAL INDUSTRIES, INC. (INSTRUMENTS AND EQUIPMENT FOR CONTROL OF FEEDING AND MILKING IN DAIRIES) NTM - SEEKS REPRESENTATION
- (11) U.S. FEED GRAINS COUNCIL - (PROMOTE USE OF FEED GRAINS)
- (12) ZERO MANUFACTURING CO (BULK MILK TANKS AND EQUIPMENT FOR DAIRIES) NTM - SEEKS REPRESENTATION.

5. THE BUSINESS DEVELOPMENT OFFICE WILL FEATURE COMPLETE PRODUCT LITERATURE OF THE FOLLOWING ADDITIONAL SIX COMPANIES, ALL NEW TO MARKET AND SEEKING FOREIGN REPRESENTATION.

- 1) CLAY EQUIPMENT COMPANY: DAIRY, BEEF, AND HOG CONFINEMENT SYSTEMS; GRAIN HANDLING SYSTEMS
  - 2) HAMOS COMPANY INC.: SIEBRING STOCK TANK HEATERS; SPACE HEATERS; STEAM CLEANERS; HIGH PRESSURE WASHERS; AND CROP DRYERS
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- 3) M-R-S MANUFACTURING COMPANY: HEAVY DUTY, FOUR WHEEL DRIVE TRACTORS; SUGAR CANE
- 4) MATHEWS EXPORT COMPANY: GRAIN DRYERS; ROTARY SCYTHES; AND CHOPPERS
- 5) SUMMERS MANUFACTURING COMPANY: HERMAN CULTI-HARROWS
- 6) TOWNER MANUFACTURING COMPANY: HEAVY - DUTY, SOIL-TILLING EQUIPMENT; SCRAPERS AND LEVELERS; DITCHERS AND SLOPERS; AND OTHER ACCESSORIES.

6. U.S. FIRMS EXHIBITING ELSEWHERE ON FAIRGROUNDS INCLUDE COMMERCIAL SOLVENTS CORP, ELANCO, FORD, HESSTON, JOHN DEERE, OMARK, ROHM & HAAS, AND SPERRY-NEW HOLLAND. COMPLETE LISTING OF U.S. FIRMS EXHIBITING OUTSIDE SCOPE OF U.S. EXHIBIT NOT AVAILABLE.

7. WE WOULD APPRECIATE PROMOTION OF U.S. EXHIBIT BY ADDRESSEES. UPON REQUEST, CATALOGUES IN ENGLISH AND SERBO-CROATIAN WILL BE SENT TO POSTS BY APRIL 25. INQUIRIES ABOUT FAIR OR INDIVIDUAL EXHIBITORS SHOULD BE REFERRED TO COMMERCIAL ATTACHE, AMERICAN EMBASSY, KNEZA MILOSA 50, 11000 BELGRADE, YUGOSLAVIA, TELEPHONE 645-655; TELEX 11529.

8. PLEASE INFORM EMBASSY BELGRADE OF VISITORS FROM YOUR AREA SO THAT THEY CAN BE GIVEN SPECIAL ATTENTION. EACH POST MAY INVITE UP TO THREE KEY BUYERS OR AGENTS TO OFFICIAL U.S. RECEPTION TUESDAY, MAY 13, 1800-2000. BLANK INVITATIONS BEING MAILED APRIL 25 TO POSTS. PLEASE PROVIDE INFORMATION ON PERSONS INVITED AND CONSULT WITH US IF MORE THAN THREE PERSONS SHOULD BE ASKED TO RECEPTION.

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